



Press release¹

Tassin-la-Demi-Lune, France

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For immediate release

Signing of annual master agreement with Grenoble EM school

Adthink ([ENXTPA:ALADM](#)), the French digital marketing specialist, announces the signing of an annual master contract with Grenoble Ecole de Management, renewable three times.

Grenoble EM has signed a 1-year contract with Adthink, renewable 3 times, i.e. a potential collaboration of 4 years, to be supported with its programmatic advertising campaigns in France and internationally, in rich media, video and audio on all channels, including digital out of home (DOOH).

The goal for GEM is to increase its awareness and promote its study programs and events. Adthink will pilot around ten campaigns per year as well as ad hoc event campaigns.

A first action will be carried out from December 4, 2021 with the Open Days in Grenoble. To raise awareness of the event, Adthink will leverage display and audio while gaining from personalized and contextual targeting data to reach students and their parents.

GEM selected Adthink for its experience in the higher education sector and international markets, as well as the know-how and support of its Trading Desk.

About Adthink

Expert in digital marketing, Adthink addresses the B2C market by developing a global digital and physical distribution platform and the B2B market by providing advertisers with its trading desk and affiliate platform to develop their customer acquisition. With its proprietary adtech solution [AdAccess](#), media publishers can optimize and multiply their revenue channels. More than 500 advertiser and publisher clients around the world rely on Adthink's expertise.

¹ Translated from French using neural machine translation, proofread by humans. English version is provided for accessibility only and no guarantee is made on accuracy.

Created in 2001 to market the first video streaming advertising offer, the Adthink group is based in Lyon and has 32 employees at the end of June 2021. Its 2020 revenue amounted to 10.24 million euros.

Adthink is listed on the Euronext Growth market of Euronext Paris ([ALADM - FR0010457531](#)) and is part of the Top 100 Digital (PwC study - TECH IN France, July 2018).

Learn more at: adthink.com/fr/investors

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